MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

BMR 2024 – UNDERSTANDING CONSUMERS

(All sections / Groups)

11 October 2017
9.00am-11.00am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 1 page with 5 Questions only.
2. Attempt **ALL** questions. The distribution of the marks for each question is given .
3. Please write all your answers in the Answer Booklet provided.

Short Essay
Answer **ALL** questions

Question 1

a) Discuss by giving example on the five product characteristics that influence the diffusion of innovation. (20 marks)
b) Describe the lexicographic rule and provide an example of how it might be used in the context of a smartphone purchase. (5 marks)

(Total: 25 Marks)

Question 2

Defense mechanisms are used when people cannot cope with frustration. They are often developed to protect one's ego from feelings of failure when their purchase goals are not achieved. Identify by using examples the four defense mechanism consumers may use when they are dealing with frustration. (20 Marks)

Question 3

a) High perceived risk will stop the consumers from purchase. Identify and discuss four ways how consumer handle their risk. (20 marks)
b) Define Weber's law in the context of the differential threshold and cite an example of Weber's law in practice. (5 Marks)

(Total: 25 Marks)

Question 4

Discuss with example the four strategies that marketers used to overcome psychological noise. (20 marks)

Question 5

Many company started to integrated social media into their advertising campaigns. Assumed you are a marketing manager of Telekom Malaysia, advice your staff on the five characteristics of effective social media campaigns. (10 Marks)

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